

ASPIRA, INC. OF NEW JERSEY

Board of Directors' Meeting

Executive Director's Report

February 18, 1997

United Way of Camden Funding Board Resolution -

A motion is needed by the Board of Directors to approve a budget and supportive information that was sent to the United Way of Camden for funding. A request of \$10,000 was made to the United Way of Camden on January 6, 1997. Attached is a table of contents of the materials included in the budget package.

Action Required: Board motion to approved budget and supportive information submitted to the United Way of Camden County on January 6, 1997.

ASPIRA Association National Meeting-

The ASPIRA Counsel of Executive Directors met on January 30, 1997.

Discussion was held on the ASPIRA National Conference. The conference will be held during the fall and will focus on the areas of technology and business entrepreneurship. Two tracks of workshops will be offered to target policy makers, practitioners and students. As part of the conference an Alumni Awards activity will be held. ASPIRA of New Jersey needs to identify an alumni to receive an award at the conference.

Best Practices - During the November training at ETS the ASPIRA Association engaged into a discussion on the Best Practices of ASPIRA. Attached is a list of Best Practices that were identified. Each associate was charged to review the attached list and respond to the areas that we as an associate agree with.

Reauthorization of the Higher Education Act - The ASPIRA National Office endorsed the National Council of Educational Opportunity Centers (NCEO) recommendations and made additional recommendations. Attached is the position of the ASPIRA Association. The main issues included: Opposition to Block Grants for TRIO programs, funding authorization, prior experience, service to parents as an allowable activity under TRIO, and Disaggregation of Evaluation Data to provide data on sub-groups within the Hispanic category.

Marketing - The National office is willing to assist each associate with producing marketing tools to enhance funding capabilities. This includes newsletters, brochures, media packets.

Action required - Identify an Alumni for New Jersey to be honored at the ASPIRA National Conference.

Identify Best Practices of the ASPIRA Association

Send National existing marketing tools.

PIP material

Any Board member interested in receiving copies of the materials given to us by PIP should let Roberto know.

Victoria Foundation

Victoria Foundation recently sent non profit organizations in Newark that its primary grantmaking commitment for the next 4 years will be the Newark Public Schools. Victoria has committed \$1 million per year for the next four years. However, the Victoria "Foundation will give higher priority to proposals from organizations that have ongoing programs that systematically involve parents and neighborhood residents in the life of their neighborhood schools." I have spoken to the National Office in reference to these developments will like to seize the opportunity to expand the APEX Program. I am waiting for some materials from the National Office in order to make a formal presentation to the Victoria Foundation.

Welfare Reform - County of Essex Plans - At a recent meeting held with the County Executive James Treffinger, he informed the Latino CBO Collaboration of his plans to sub-contract community based organizations to provide direct services to individuals receiving welfare. Thus, any activity that the county is engaged in that requires direct service will be contracted out. If these plans come to fruition it will mean that certain groups will receive lucrative contracts.

Activity Since January 15, 1997

January 16, 1997 - Meeting with Ivette Mendez of the Star Ledger to discuss ASPIRA's marketing plan. Ms. Mendez reviewed the material we have in the media packet and older newsletters. She offered to help us by teaching someone how to work the media. She also made a commitment to speak to a friend who has started a public relations firm, who may provide some pro-bono work or at least provide us with an estimate of how much it would cost to produce new documents. The ASPIRA National Office has also made a commitment to re-produce marketing brochures, newsletters, and informational pieces.

January 17 - Meeting of the Partnership for Health Professionals Education at UMDNJ. This is a collaboration of 11 entities (4 of the professional schools at UMDNJ, Montclair State University, Rutgers Newark, 4 high schools, and ASPIRA) who will collectively increase the number of urban students of color who decide to pursue careers in the health professions.

January 20 - Students from Barringer High School served food at the St. Johns Soup Kitchen. ASPIRA cosponsored this event with several other non-profit organizations in observance of Martin Luther King Day.

January 22 - Meeting with Jerome Greco, Sr. Vice President of First Union Bank. Mr. Greco has agreed to serve on the Corporate Advisory Board of ASPIRA. He emphasized that his time his limited however would be more than happy to help ASPIRA. Mr. Greco also indicated that we can count on First Union to serve as a sponsor of the Hall of Fame activity.

January 22 - Luncheon Committee Meeting

January 23 - Department of Community Affairs, Center for Hispanic Policy, Research and Development monitoring site visit.

January 27 - Newark Public Schools Community Forum. Dr. Hall address an audience of approximately 75 people who represented the non-profit community and several funding sources (most notable Victoria Foundation). Dr. Hall provided a list of accomplishment, and the districts 5 year plan. Rebecca Dogget, "Community Liaison", spoke in detail of the partnerships with several community groups. She mentioned new initiatives the district has engaged in such as the Parents Academy.

January 27 - Meeting with Janet Rodriguez of the Geraldine Dodge Foundation to discuss ASPIRA's proposal on ASPIRACorps (AmeriCorps). The proposal will be presented at the Board of Trustee meeting before funding is considered.

January 28 - Meeting with Willie Sanchez for the Luncheon video presentation.

January 29 - Meeting with Senator Lipman and United Way on Work First NJ (New Jersey's Welfare Reform). Presentation were made from several state representatives. The State representative of the Family Development Program stressed the monumental task ahead for everyone involved in this process.

January 29-February 2, 1997 - Council of Executive Directors Meeting and the ASPIRA National Board Retreat.

February 7 - Latino CBO Collaboration of Essex County Meeting

February 8 - ASPIRA assisted over 25 families in the preparation of their taxes through the VITA Program.

February 10 - Rutgers College EOF Advisory Board Meeting

February 11 - Meeting with representatives from the Urban League on program collaborations.

February 13 - Meeting with the American Jewish Federation, presentation on ASPIRA and Loiza Aldea.

February 13 - Reception at CBS-TV

- Meeting with Tony Lopez, Executive Director of ASPIRA of New York.

February 15 - Luncheon Committee Meeting

February 18 - Meeting with Essex County Executive James Treffinger

Upcoming Activities:

February 20 - Hispanic Association for Higher Education (HAHE) panelist
"Pipeline to the Future: Our Latino Students from Kindergarten to Higher Education"

February 21 - HAHE Conference

February 25 - Meeting with AFL-CIO and United Farm Workers

February 27 - United Way Celebrity Read

February 28 - Meeting with Paterson Public Schools re: Personnel

February 28 - APEX Graduation- Luis Munoz Marin at 12:30. Reception at 3:00 at Casa Nova Restaurant.

SOME PROGRAM HIGHLIGHTS:

In October the students that attended the Leadership Retreat had an opportunity to view Mi Puerto Rico. After the movie the students engaged into an intense conversation on identity.

In November, 1996 staff from Luis Munoz Marin coordinated the Puerto Rican Discovery Day activity. ASPIRANTES rehearsed a script, dance and music for their performance. Other students worked on murals and flags as part of the stage set.

During the Christmas holiday the ASPIRACorps members and students created holiday greeting cards for a local senior citizen home. The staff brought the cards, along with food donated from local vendors to the senior citizen nursing home. After some great fun and exchange of cheer the seniors learned to dance the "Macarena".

Staff in Dr. Horton Street School collaborated with school personnel and families to implement a toy drive for needy children. Through this effort 400 toys were collected and distributed to needy children of the community and school.

Over 25 families of ASPIRANTES were able to have their taxes completed through the VITA Tax Program.